

PN-ABK-988

76671

SECOND-YEAR WORK PLAN:

POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

September 30, 1983

Cooperative Agreement No.:
DPE-3004-A-00-2018-00

Population Communication Services
Population Information Program
The Johns Hopkins University
624 North Broadway
Baltimore, MD 21205
USA

04 OCT 1983

SECOND-YEAR WORK PLAN

Population Communication Services, administered by the Population Information Program of the Johns Hopkins University, was established on October 1, 1982 to provide a broad technical base for transferring knowledge, skills, professional assistance and funds in the area of family planning/population communication to LDC public and private organizations. During the second project year beginning October 1, 1983, JHU/PCS will emphasize the development of country projects, particularly those based on a national or state-level family planning communication strategy which specifies target audiences and appropriate media and messages. In addition to the two projects now underway and seven others in the final stages of development, JHU/PCS has identified possible projects in 24 countries.

Other major objectives include:

- o Initiation of two regional projects to reach African broadcasters and media with population and family planning information through workshops and existing development communication networks;
- o Convening of at least two regional meetings of communication specialists, to be held in the Near East region and in East and Southern Africa;
- o Preparation of at least two mailings of sample print materials to be distributed to LDC agencies, AID Missions and others;
- o Preparation of a special collection of sample print material for Arabic-speaking countries in the Near East Region;
- o Distribution of a catalog of film and audio-visual materials available from JHU/PCS; and
- o Preparation of country project development and evaluation guidelines to be used by LDC agencies in project development.

Country Activities

Tables I and II summarize specific regional and country activities anticipated for the second project year. Overall, this Work Plan represents a guide and indication of opportunities to be explored and implemented if conditions are suitable. It does not represent a commitment by JHU to support all of the activities listed if circumstances are not favorable or if adequate funds are not available from AID.

Needs Assessment and Planning

Four needs assessment and planning missions had been budgeted for the first year of the PCS project. Actually, seven needs assessments (Bolivia, Haiti, Honduras, Jordan, Nigeria, Peru and Sudan) were completed in the first year. Some of these needs assessments are less extensive than those called for in the RFA and Cooperative Agreement. During the first year, AID/W officials recognized the need for a greater emphasis on project development and requested that JHU/PCS give priority to this area rather than to extensive and lengthy needs assessments. Accordingly, during the second project year, JHU/PCS will prepare briefer needs assessments with an emphasis on project development. JHU/PCS plans to conduct planning missions in 14 countries (Botswana, Cameroon, Ecuador, India, Lesotho, Malawi, Nepal, Somalia, Sri Lanka, Turkey, Uganda, Upper Volta, Yemen and Zambia). This number represents five more than had been budgeted (a total of 16 needs assessments had originally been budgeted over the five-year period of the Cooperative Agreement). In countries where IEC needs assessments have been done recently by other donor agencies such as UNFPA and the World Bank, JHU/PCS will not duplicate these efforts and will attempt to develop projects based on these earlier findings, if appropriate.

As requested by AID/W, the needs assessment guidelines developed during the first project year will be streamlined in order to shorten the needs assessment and planning process and to give more emphasis to project development. Similar changes should be made in the Cooperative Agreement.

Country Projects

By the end of the first project year, two country projects (Jordan and Mexico) are underway, and seven more projects have been developed and should be submitted to AID/W for approval shortly. These include three projects in Honduras, and one each in Colombia, Costa Rica, Kenya (URTNA/PEC) and Nigeria. It is expected that at least five of these seven new projects will begin by January 1, 1984.

In the second project year, JHU/PCS has identified 31 possible projects in 27 countries. In addition to the seven new projects previously mentioned, 11 projects in 10 countries seem very likely to be finalized during the second project year. These projects include: Bolivia, Brazil, Liberia, Nepal, Nigeria (MOH--2), Senegal (URTNA), Sierra Leone, Somalia, Sri Lanka and Sudan. Originally, four country projects were budgeted for the first project year and nine for the second; it is anticipated that these numbers will be exceeded by the end of the second project year if JHU/PCS travel plans are not substantially altered by AID Missions or host country organizations.

The second-year JHU/PCS work plan lists activities in 44 countries, whereas earlier plans for this project's activities envisaged work in about 20 countries. The budgetary implications of this expanded work load are difficult to specify at this time, since the funding needed for country projects cannot be estimated until JHU/PCS representatives have visited more countries, especially in Africa. Many

of these possible projects are likely to be smaller than was originally budgeted, however. On the other hand, experience to date has found that technical assistance inputs must be considerably greater in countries that have not previously mounted large-scale, coordinated communication programs. During the first project year, a background paper on project evaluation was developed by the Academy for Educational Development. In the second project year, this effort will be followed up by the development of practical guidelines to assist LDC agencies in developing project evaluation plans. These guidelines will emphasize straightforward, cost-effective ways of monitoring project outputs and accomplishments, of assessing program impact and of determining the need for changes in project implementation. Materials will also be developed outlining the basic process and principles for effective communication activities. These will be provided in a usable kit or format to staff, consultants, AID personnel, and cooperating or interested LDC agencies. This will serve as the basic model or outline for training and technology transfer as projects are carried out.

Technical Assistance

JHU/PCS will continue to offer technical assistance in all aspects of communication program planning and implementation during the second project year. Most of the requests during the first project year were for program planning and evaluation of AID-funded programs. It is expected that as the PCS project becomes better known, requests for the more technical aspects of media use will be received. At present, 18 countries have been identified as possible recipients of technical assistance from JHU/PCS; 11 technical assistance missions were originally budgeted for the second project year.

During the second year, JHU/PCS will expand its roster of communication consultants, which is maintained on a word processor, and will conduct searches for other intermediary agencies, upon request.

Films and Materials

The Media/Materials Collection and film distribution system are well-established as of the end of the first project year. Materials received from the University of Chicago in late July are now being catalogued; much of the initial screening and cataloguing has been completed. An initial survey of existing materials from other intermediaries working in health and family planning communication has been conducted; it is expected that the acquisition and review of already-developed materials will continue to be a major activity during the second project year. Another major activity will be the preparation of a small collection of sample materials in response to a specific request from an LDC agency or AID Mission.

Two packets of sample materials on different themes will be prepared and mailed to LDC agencies, AID Missions and other interested individuals and organizations. Among the themes that are being considered for the mailings in the second project year are: planning a comprehensive communication program; use of radio; and reaching specific audiences such as youth and men. These packets will be distributed worldwide and will be printed in English, French and Spanish.

In the Near East Region, a special analysis of Arabic print materials developed in the region will be made by Arabic-speaking consultants knowledgeable about the Middle East and family planning. The most effective materials will be collected in a special packet, reviewed by at least two Arabic speakers, and sent to the relevant public and private agencies working in family planning communication in the region. Requests for additional information and technical assistance that are generated by this mailing and by the planned regional meeting will be filled promptly.

Requests for films and audio-visual materials have increased during the last half of the first project year. They are expected to continue to increase during the second year due to personal contact between LDC agencies and the PCS Regional Program Coordinators and U.S. subcontractors and distribution of a revised listing of films and audio-visual materials available from JHU/PCS.

Meetings and Workshops

As required in the Cooperative Agreement, JHU/PCS will organize two regional meetings for communication specialists -- one in the Near East Region and one in East and Southern Africa for English-speaking countries. In the Africa Region, meetings for broadcasters in French and English are planned in collaboration with the Union de Radiodiffusions et Televisions Nationales d'Afrique (URTNA). Consultations will also be held with the Centre d'Etude des Sciences et Techniques de l'Information (CESTI), a regional training center in development communication based in Dakar.

If additional funds become available, JHU/PCS will consider holding a regional meeting for English-speaking communication specialists from the Caribbean.

Workshops are presently planned for Ecuador, Haiti and Nepal during the second project year. As country projects are developed and implemented, it is likely that other workshops will be planned. In addition, JHU/PCS staff provide an orientation on the PCS project and family planning communication to participants in CEDPA and JHPIEGO courses on a regular basis. A special orientation program for four Nigerian visitors interested in population/family life education will be organized in the Baltimore, MD/Washington, D.C. area in November 1983.

Regional Overview

The Cooperative Agreement calls for JHU/PCS to expend approximately 50 percent of its resources in sub-Saharan Africa, 20 percent in Latin America and the Caribbean, and 15 percent each in Asia and the Near East regions. This allocation of effort and resources has proved difficult for the following reasons: 1) Trips to a number of African countries have been postponed by the AID Mission (Cameroon, Malawi, Somalia, Sudan, Uganda and Upper Volta), held up due to political issues (Ghana and Tanzania), or scheduled several months away (Zaire); 2) Requests for project funding and technical assistance have been very great from the Latin America region, and travel to this region has not been impeded; and 3) A limited number of countries in the Asia and Near East regions is considered to be priority for JHU/PCS, and travel to some of these countries has been postponed by the AID Mission (Nepal) or not yet scheduled due to political unrest (Lebanon and Sri Lanka) or a shift in AID Population Officers (India). As a result of a meeting with AID/W officials in July 1983, JHU/PCS was directed to accelerate activities in the Latin America region, even if it meant expending most of the country project funds allocated to this region within the next 2-3 years. In response to this directive, JHU/PCS has developed projects in Colombia, Costa Rica and Honduras and plans to develop projects in Bolivia and Brazil and to organize workshops in Ecuador and Haiti during the second project year.

During the second project year, JHU/PCS plans to visit most, if not all, of the countries to which travel has been postponed in order to develop a clearer picture of project funding needs in all regions of the world. JHU/PCS will also initiate several regional activities in Africa and the Near East such as an analysis of existing print materials and regional meetings and workshops in order to lay the groundwork for country projects in these two regions.

Table I. SUMMARY OF MAJOR IN-COUNTRY ACTIVITIES
 PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Output Category</u>					<u>Involvement of U.S. Contractors and Other Organizations</u>			
	<u>NA</u>	<u>CP</u>	<u>TA</u>	<u>FM</u>	<u>MW</u>	<u>AED</u>	<u>PIACT</u>	<u>PN&A</u>	<u>IIC</u>
AFRICA									
Regional					X	X			
URTNA/PEC		X				X			X
URTNA/Dakar		X				X			X
Botswana	#	#				X	X		
Burundi		#	X			X			
Cameroon	#	#							
Ghana		#					X		
Ivory Coast		#				X			
Kenya			#						
Lesotho	#						X		
Liberia		X							
Malawi	#	#					X		
Mali			#	X					
Nigeria	(83)								
Kwara State		X				X	X	X	
Federal MOH--print		X				X	X	X	
Federal MOH--film		X				X	X	X	
Rwanda			#			X			
Senegal			#						
Sierra Leone		X							
Somalia	X	X					X		
Sudan	(83)	X					X		
Swaziland		#	#			X			
Tanzania		#				X			
Togo			#						
Uganda	X	#					X		
Upper Volta	X	#							
Zaire		#	X			X			
Zambia	#								
Zimbabwe			(83)			X	X		
			X						
ASIA									
Bangladesh			#				X		
India	#		X				X		
Nepal	X	X			X		X		
Sri Lanka	X	X					X	X	

Table I (cont.)

<u>Region/Country</u>	<u>Output Category</u>					<u>Involvement of U.S. Contractors and Other Organizations</u>			
	<u>NA</u>	<u>CP</u>	<u>TA</u>	<u>FM</u>	<u>MW</u>	<u>AED</u>	<u>PIACT</u>	<u>PN&A</u>	<u>IIC</u>
LATIN AMERICA/ CARIBBEAN									
Regional			(83)		(83)				
Bolivia	(83)	X					X		
Brazil		X					X		
Colombia		X							
Costa Rica		X	(83)			X	X		
			X						
Ecuador	X		X		X	X	X		
Haiti	(83)		X	X	#		X		X
Honduras	(83)								
ASHONPLAFA		X				X	X		
IHSS		X				X	X		
MOH		X				X	X		
Mexico		(83)		X			X		
Peru	(83)		(83)				X		X
			X						
NEAR EAST									
Regional				X	X	X	X		X
Egypt			(83)						
			#						
Jordan	(83)	(83)					X		
Lebanon		#	#						
Morocco			#						
Tunisia			#						
Turkey	#								
Yemen	X	#							

X represents activities which seem highly likely to be implemented, as far as can be determined at the present time.

represents activities that are likely to take place, assuming that local conditions are favorable and that political and economic developments do not inhibit development of AID-funded projects.

(83) indicates those activities already undertaken or completed during FY1983, the first project year.

Abbreviations:

NA -- Needs assessment and planning

CP -- Country project

TA -- Technical assistance

FM -- Films and materials

MW -- Meetings and workshops

AED -- Academy for Educational Development

PIACT -- Program for the Introduction and Adaptation of Contraceptive Technology

PN&A -- Porter, Novelli and Associates

IIC -- International Institute of Communications

TABLE II. MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget¹</u>	<u>Comments</u>
AFRICA					
Regional	*CP-Regional workshop for administrators and producers from broadcasting organizations in 9 Anglophone African countries, to be convened by the Programme Exchange Centre of the National Radio and Television Organizations of Africa (URTNA/PEC), based in Nairobi, Kenya.	Feb. 1984	Elliott, AED, IIC	\$45,000	Co-sponsored with the Ford Foundation.
Regional	CP-Regional meetings for broadcasters in French and English in collaboration with the Union de Radiodiffusions et Televisions Nationales d'Afrique (URTNA); consultations will also be held with the Centre d'Etude des Sciences et Techniques de l'Information (CESTI)	Late 1984	Echols, IIC, AED	\$150,000 (2 years)	Planning meeting scheduled for Nov. 1983; schedule may be affected by personnel changes at URTNA.
	MW-Regional meeting for IEC specialists in East and Southern Africa to review existing print materials, identify needs for additional materials and select prototypes for wider distribution.	Aug./Sept. 1984	Elliott, AED	\$50,000	
Botswana	NA/CP-Request to assist in print and audio-visual materials production	Early 1984	Elliott, PIACT, AED		Awaiting MOH request, REDSO/ESA assessment and decision on World Bank and AID funding for related projects.
Burundi	CP-Development of IEC program for MOH	TA visit - early 1984	Carlato, AED		JHU/PCS awaiting specific request from MOH.

¹Budget represents estimated cost of country project, meeting or workshop and does not include JHU operating expenses or the cost of subcontractor and consultant services.

*Indicates project partially supported by funding from AID's Africa Bureau (Amendment No. 2).

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

10

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>AFRICA</u>					
Cameroon	NA/CP-A needs assessment and planning mission was requested by AID Mission and postponed from Aug. 1983 to Dec. 1983.	NA visit - Jan. 1984	Parlato, consultant	Approx. \$50,000	Recent visit by S&T/POP/PDD indicates interest of Ministry of Social Affairs in exploring JHU CP assistance. Conversations with MOH official (JHPIEGO participant) also suggest interest on part of MOH.
Ghana	CP-A proposal was received from the Association of People for Practical Life Education (APPLE) to support the development and distribution of print and AV materials for non-literates. This may be developed into a CP as soon as AID policy clearance is received for a visit to Ghana.	No specific date set	Smith, PIACT	Approx. \$60,000	The proposed site visit for CP development is on hold due to US-Ghana political differences.
Ivory Coast	CP-REDSO/WA suggests that small CP be developed with one of private-sector organizations providing FP services; UNFPA suggests PCS explore possibility of funding IEC component of the FP project of the Centre Hospitalier Universitaire, a semi-public organization of the MOH.	CP development visit - Dec. 1984	Parlato, AED	Approx. \$25,000	

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>AFRICA</u>					
Kenya	TA-PCS prepared to provide TA if specialized expertise requested by AID mission	-	Elliott		
Lesotho	NA-Visit to assess need for JHU assistance	April 1984	Elliott, PIACT		
Liberia	*CP-Potential for a project with the FPAL has been generated as a result of the needs assessment and planning visits for a proposed World Bank Family Health Project by David Radel in March and June 1983. A brief introductory PCS visit will be carried out in Oct. 1983 and depending on the outcome of that CP development and monitoring visits may be carried out in early and mid-1984.	Project development - Oct. 1983 and Jan. 1984; Project monitoring and TA - mid-1984	Smith, consultant	\$100,000 (2 years)	
Malawi	NA/CP-Potential project to assist in the development of audio-visual materials	Nov. 1983	Elliott, PIACT		Sept. 1983 trip requested by REDSO/ESA in process of being rescheduled, depending on MOH interest.
Mali	TA-Brief stopover in conjunction with other WA travel	No specific date set	Parlato		

*Indicates project partially supported by funding from AID's Africa Bureau (Amendment No. 2).

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>AFRICA</u>					
Nigeria	*CP-A TA visit was carried out by Smith and PCS consultant De Pietro from May 31-June 21, 1983 to assist USAID/Nigeria develop a 5-year FP IEC plan. A Sept./Oct. 1983 site visit is now in progress to finalize the Kwara State Family Health Project and to further develop and finalize two projects with the Federal Health Education Division of the MOH in the development of print materials and a film.	Project development - mid-Sept. to mid-Oct. 1983 Project development and monitoring - Jan. 1984; June 1984	<u>Smith, consultant, AED, PIACT, PN&A</u>	*Kwara project \$90,000 (2 years) *Federal MOH--print \$160,000 (2 years)	An additional \$3.5-3.6 million is needed to fund CPs developed during May/June 1983 trip, including projects with the Federal Health Education Division, Planned Parenthood Federation of Nigeria and the Association for Family Life Education.
Rwanda	TA-Discussions with AID mission indicate TA will be requested to develop print materials, radio programs and population education curriculum in collaboration with ONAPO.	TA visit - Feb./March 1984	Parlato, AED		

*Indicates project partially supported by funding from AID's Africa Bureau (Amendment No. 2).

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
AFRICA					
Senegal	TA-AID mission indicates TA to Family Health Care project and the Association Senegalese Pour le Bien Etre Familial may be requested once the technical assistance team from URC/RTI has assessed needs for IEC support.	TA visit - late 1984	Parlato, consultant		JHU/PCS awaiting arrival of URC/RTI team in Senegal.
Sierra Leone	CP--Based on preliminary discussions with AID, INTRAH and the World Bank a brief introductory visit will be carried out in Oct. 1983. This may be followed up with CP development and monitoring visits in early and mid-1984.	Project development visits - Oct. 1983, Jan. 1984; mid-1984	Smith, consultant		
Somalia	NA--Visit to assess need for JHU assistance	NA visit - early 1984	Elliott, PIACT		NA likely to occur in collaboration with AID PID team visit.
	CP--Potential project with family planning service delivery agency	Project development - Mar. 1984			
Sudan	*CP--Based on NA in May 1983 and project development mission in late 1983, CP with Sudan Fertility Control Association to support the development of IEC capability and materials production	Project start-- Feb. 1983 Monitoring visits-- May, Aug. 1984 TA visits--Dec. 1983, April, Sept. 1984	Elliott, Bachbaouab, PIACT	\$105,000 (2 years)	Project development visit planned in Sept. 1983 postponed by AID Mission.

*Indicates project partially supported by funding from AID's Africa Bureau (Amendment No. 2).

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

14

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
AFRICA					
Swaziland	TA-To assist in the development of a plan to integrate FP into other IEC programs	TA visit - Jan. 1984	Elliott, AED		
	CP-Potential project to support the integration of FP messages into other IEC programs	Project development - Apr. 1984			
Tanzania	CP-Funding for UMATI IEC project in Arusha Region	No specific date set	Elliott, AED		Awaiting resolution of external debt issue; Middleton of AED made 2-day stopover in June 1983.
Togo	TA-Based on discussions with AID Mission, PCS is planning to provide TA to the Family Health Initiatives Project.	TA visit - mid-1984	Parlato, consultant		Nature of TA will be defined by AID Mission in early 1984.
Uganda	NA/CP-Potential project to assist MOH in audio-visual materials development	NA visit - Nov./Dec. 1983 Project development visit - Feb. 1984	Elliott, PIACT		NA postponed from July 1983 at AID request.
Upper Volta	NA/CP-Mission and AID/W Africa Bureau have requested JHU/PCS participation in the sector assessment to be conducted in Oct./Nov. 1983; they indicate good possibilities for initiating a CP.	Oct. 13-Nov. 5, 1983	Parlato		
Zaire	TA/CP-Mission has requested provision of TA and project funds to assist MOH develop print materials, produce a film and review IEC component of the training curriculum for family planning workers.	Dec. 1983	Parlato, consultant, AED	Apprx. \$125,000	

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>AFRICA</u>					
Zambia	NA-Visit to assess need for JHU assistance	No specific date set	Elliott, consultant		Timing uncertain; awaiting REDSO/ESA and AID Mission request.
Zimbabwe	TA-Consultants to be provided at the request of CSFA, following discussions with key Zimbabwe Government ministries and resulting modifications and approval of IEC plan.	Early 1984	Elliott, AED, PIACT, consultant		Based on TA in four-year IEC plan developed in May/June 1983 by Loy (PCS), Middleton (AED), and CSFA.

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
ASIA					
Bangladesh	JHU is prepared to provide TA at request of AID Mission		Loy, PIACT	-	
India	NA/TA-RTSA/A has recommended that PCS begin with an assessment of the need for communication materials and training in their use; former AID Pop. Officer Merritt has suggested PCS TA in identifying local IEC resources and advising on materials preparation.	NA/TA visit - early 1984 TA visit - May 1984	Loy, PIACT, consultant	-	USAID/Delhi has stated that CP money from JHU/PCS is not needed. AID has approved a \$34,000,000 long-term loan plus a \$14,000,000 grant for four years of activities. It is expected that about \$6,000,000 will be budgeted for IEC. PCS awaiting recommendations from Sinha (Advisory Group member) and report from Aarnes after Oct./Nov. 1983 AID review.
Nepal	NA-USAID/Kathmandu has requested a needs assessment to evaluate IEC efforts and IEC materials of governmental organizations and identify materials that still need to be developed.	Nov. 1983 or March 1984, 2 weeks.	Loy, PIACT, consultant	-	If possible, the needs assessment and Phase I of the IEC workshops will be conducted concurrently.
	MW/CP-Based on the plan proposed under RTSA/A project #NE-2-005, with recent revisions, JHU and PIACT will conduct training workshops on the production, testing, and use of low-cost materials to support interpersonal communication by fieldworkers. Participants will include senior staff, IEC central staff, and service-providers from the Nepal National Family Planning/Maternal and Child Health Project.	Phase I-Planning workshop with senior staff and IEC central staff, Nov. 1983 or March 1984, 2 weeks. Phase II-Workshop with IEC central staff on production and testing, Mar. 1984 or later, 2-3 weeks.		\$15,000	RTSA/A Project #NE-2-005 was to include only two phases, proposed for Sept. 1983 and early 1984. JHU and PIACT will add Phase I for a planning workshop and shift the dates for the remaining two phases. Sept. 1983 trip cancelled at AID Mission request; Nov. 1983 or March 1984 dates now under consideration.

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>ASIA</u>					
Nepal cont.		Phase III - Workshop with IEC central staff and service-providers on use of materials and possible on village level production, after March 1984, 1-2 weeks.			
Sri Lanka	NA/CP-Based on NA to be conducted in early 1984, JHU plans to develop an IEC project with one or more public or private agencies. Requests for CP funding have been received from the Ministry of Colombo Hospitals and Family Health and the Sri Lanka Association for Voluntary Surgical Contraception.	Project development - early 1984 Project monitoring and TA - June and Sept. 1984	Loy, consultant, PIACT, PN&A	-	

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>LATIN AMERICA/ CARIBBEAN</u>					
Regional	TA-Completion of report on evaluation of Caribbean Family Planning Affiliation which took place in Sept. 1983 at request of AID/Bridgetown.	Report finalized - Oct. 1983	Coleman, PN&A		
Bolivia	CP-Based on April 1983 TA mission, CP will be developed with Family Orientation Center. Project will start February 1984 and will consist of lecture series by Bolivian experts on population and development issues. Project aims at disseminating information on population issues and the formation of a professional cadre which will act as a communication forum for population and family planning activities in Bolivia. Project will also develop print materials on contraceptive methods for low literacy users.	Project start - Feb.1, 1984 TA visit - Jan. 1984 Monitoring visit- April 1984	Coleman, PIACT	\$25,000 (1 year)	CP follows April 1983 planning visit.
Brazil	CP-Initial assessment and planning visit will evaluate need for JHU/PCS TA & CP and review CP proposal from ABEPF and informal request from BEMFAM.	Initial assessment and planning - Nov. 1983, 2-3 weeks. TA visits - Apr., June, & Sept. 1984	Loy, P/ACT, consultant	\$60,000- \$100,000 (1 year)	Loy initiated discussions with BEMFAM and ABEPF representatives at Quito JHU/IPPF meetings in August.

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>LATIN AMERICA/ CARIBBEAN</u>					
Colombia	CP-A request has been received from the Colombian Family Planning Association (PROFAMILIA) to advertise condoms on the radio. Project would be the first overt contraceptive-specific media advertising campaign in the country. Project attempts to involve more males in family planning program.	Project start - Jan. 1984 Project monitoring - Apr. 1984	Coleman, Loy	\$50,000 (1 year)	Project would be jointly funded with the Futures Group.
Costa Rica	CP-The Family Orientation Center (COF) has transmitted a radio program, <u>Dialogo</u> , for the last 14 years with tremendous success. The proposed CP would provide funding to reorient the programming towards rural low-income women, who are greatly in need of information on family planning and related issues.	Project planning - Dec. 1983 Project start - March 1983 Monitoring visit - April 1984	Coleman, AED	\$70,000 (2 years)	One of the most successful radio programs for social development is seeking to focus its activities for the target audience most in need of IEC in family planning.
	TA-The Costa Rican Demographic Association (ADC) is the IEC organization for the national family planning program. The ADC has requested assistance in the development of strategies and media materials. Radio spots, newspaper ads, posters and leaflets will be produced primarily for rural audiences.	TA visits - Jan. & May 1984	Coleman, AED, PIACT		Coleman visited Costa Rica twice in 1983 and laid the groundwork for the TA visits.

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>LATIN AMERICA/ CARIBBEAN</u>					
Ecuador	NA-AID mission in Quito has requested a comprehensive investigation of the IEC activities of the public and private-sector family planning organizations.	NA visit - Nov. 1983	Coleman, AED, PIACT	-	Coleman began some preliminary investigations during June 1983 visit.
	TA-JHU will assist the Center for Population and Responsible Parenthood Studies (CEPAR) in developing strategies and materials to reach opinion leaders. The goal of this activity is to convince leaders of the necessity of a national population policy which will "officialize" the family-planning program and give the public sector a mandate for more action in this area. CEPAR as the IEC coordinating organization for the private sector has requested assistance in developing print materials for non-readers.	TA visits - Nov. 1983, Jan. & June 1984		-	This crucial activity must be treated as a high priority. PCS will provide TA and act as a facilitator for maintaining good relations among the private-sector organizations.
	MW-Workshop on communication skills and production and use of AV aids is planned for public and private IEC promoters.	April 1984		\$30,000	Intended to increase the capabilities of family planning promoters.
Haiti	TA/MW-Evaluation of IEC program of Department of Health and Population completed September 1983. Mission/JHU considering possibility of funding an IEC training workshop for district-level health educators.		Parlato, consultant	Approx. \$30,000	JHU exploring possibility with EDC of co-funding workshop.
	CP-JHU is reviewing a request from L'Action Familiale d'Haiti for funding print materials.			Approx. \$3,000	No TA needed.

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

12

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>LATIN AMERICA/ CARIBBEAN</u>					
Honduras	CP-The Honduran Family Planning Association (ASHONPLAFA) will work on providing family planning IEC and services to the rural poor of Honduras. IEC materials to be developed include radio spots, radio micro-programs and print materials to support ASHONPLAFA's CBD program.	Project start - Nov. 1983 Monitoring and TA visit - Feb. & June 1984	Coleman, AED, PIACT consultant	\$147,600 (2 years)	Coleman and consultant Danilo Salcedo began work on this project during visit in late July 1983.
	CP-A proposal has been received from the Ministry of Health to use radio and print materials as IEC support tools. The project would start in one region and expand gradually to cover the entire country.	Planning visit - Nov. 1983 Project start - Jan. 1984 Monitoring visits - Feb., Apr., Aug. 1984 Mid-year evaluation - June 1984		\$40,000 (3 years)	The MOH is willing to actively promote family planning for the first time. Time-table of slow progression of IEC coverage necessary to ensure personnel are properly trained and supplies are available.
	CP-A proposal has been received from the Honduran Social Security Institute (IHSS). Objectives are to: 1) Inform IHSS staff about the program; 2) promote/educate beneficiaries about FP and IHSS services and 3) promote IHSS services to the community at large.	Project start - Nov. 1983 Monitoring visits - Feb. & Aug. 1984		\$27,550 (2 years)	IHSS seeks to provide family planning services to beneficiaries and the general public.
	TA-JHU will work with MOH, IHSS and ASHONPLAFA to develop a set of print materials to be used by all of them.	TA visit - Nov. 1984			TA presents opportunity to establish working relationship between public and private sector.

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

22

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>LATIN AMERICA/ CARIBBEAN</u>					
Mexico	<p>CP-Continuation of the two-year project with the Federacion Mexicana de Asociaciones Privadas de Planificacion Familiar to support the activities of the CBD program fieldworkers in urban areas. The program will include:</p> <p>(1) hiring a Director of Communication;</p> <p>(2) developing, producing, distributing and evaluating print and broadcast materials; and</p> <p>(3) operating a small film-lending library for private organizations in Mexico.</p> <p>FM-PIACT planning to develop prototype NFP leaflet in Mexico.</p>	<p>Project planning - Oct. 1983</p> <p>TA visits - Feb., May, Aug. 1984</p>	Loy, PIACT consultant	\$204,187 (2 years)	Loy visited Mexico to monitor process used to recruit and hire Director of Communication in early August and discussed plans for October visit with the new Director of Communication at Quito JHU/IPPF meeting in late August.
Peru	<p>CP-The private association APROPO is in the process of acquiring free radio and television time as well as newspaper space to promote family planning and population. The proposed project would provide funding for the development of media materials and messages.</p> <p>TA-The National Population Council (CNP) is coordinating all family planning and population IEC activities. The CNP has requested assistance in the development of communication strategies and media materials for mass usage.</p> <p>TA-The Ministry of Health has requested assistance in selecting and briefing an advertising agency to produce a national campaign on family planning, ORT and immunization.</p>	<p>Planning visit - Feb. 1984</p> <p>Project start - Apr. 1984</p> <p>Monitoring visit - July 1984</p> <p>TA visits - Nov. 1983, Mar. & Aug. 1984</p> <p>TA visits - Nov. 1983</p>	Coleman, PIACT, PN&A consultant	\$75,000 (2 years)	<p>APROPO has many influential people as members and these contacts are important not only to the success of this project but also in influencing other non-committed decision-makers in the country about the importance of family planning.</p> <p>This activity is a follow-up to visits by Coleman in April and September 1983.</p> <p>This activity is a follow-up to visit by Porter in Sept. 1983.</p>

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

23

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>NEAR EAST</u>					
Regional	FM-At request of AID/W Near East Bureau, an analysis of selected audio-visual materials will be undertaken and a set of Arabic sample materials will be provided to private and public family planning agencies in the Near East Region. Project's aim is to foster the exchange of ideas and information among IEC specialists in the region.	Completion - Jan. 1984	Elliott, Jimerson, PIACT, AED, PN&A		
	MW-At request of AID/W Near East Region, regional meeting to foster the exchange of ideas and information among IEC specialists and to plan CPs and/or TA with countries in the region.	Planning trip - Dec. 1983 Meeting-March 1984	Elliott, Bachbaouab, AED		Site for meeting not yet chosen. Plans include private-sector involvement, such as pharmacists.
Egypt	TA-Resulting from meeting March 1984, may be request for TA in audio-visual materials.		Elliott, Bachbaouab		
Jordan	CP-Based on May 1983 NA and June 1983 project development mission, CP with Jordan Family Planning and Protection Association started Sept. 1983. The project's aim is to design and support a multi-faceted IEC campaign.	Monitoring visits - Feb., July 1984 TA visits - Nov. 1983, March & Sept. 1984	Elliott, Bachbaouab, Echols, PIACT	\$151,444 (2 years)	

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

he

MAJOR IN-COUNTRY ACTIVITIES PLANNED FOR THE SECOND PROJECT YEAR

<u>Region/Country</u>	<u>Summary of Activity</u>	<u>Dates for Projected Activities</u>	<u>Individuals and Organizations Involved</u>	<u>Budget</u>	<u>Comments</u>
<u>NEAR EAST</u>					
Lebanon	TA/CP--Based on Jan. 1983 NA by PRAGMA, possible CP or TA to assist FPA with design and implementation of IEC plan; resulting from meeting March 1984, may be request for CP and/or TA in audio-visual materials.		Elliott, Bachbaouab		FPA plans to develop proposal for JHU/PCS funding.
Morocco	TA/CP--Resulting from meeting March 1984, may be request for CP and/or TA in audio-visual materials		Elliott, Bachbaouab		
Tunisia	TA--Resulting from meeting March 1984, may be request for TA in audio-visual materials		Elliott, Bachbaouab		
Turkey	NA--To review possible projects by public and private agencies.	June 1984	Elliott, Bachbaouab		Elliott attended Sept. 1983 donors conference.
Yemen	NA/CP--Based on program planning seminar in Oct. 1983, request for NA and/or CP to assist FPA is likely.	NA trip - Oct. 1983 Project development trips - Dec. 1983 & Feb. 1984.	Elliott, Bachbaouab		
	TA/CP--Resulting from meeting March 1984, may be request for CP and/or TA in audio-visual materials				

NA--Needs Assessment and Planning; CP--Country Project; TA--Technical Assistance; FM--Films and Materials; MW--Meetings and Workshops

25